



ELY I. BERGMANN
EXECUTIVE DIRECTOR

EXECUTIVE OFFICES

BERGMANN ENTERPRISES, LTD.

215 N. FLORES ST.

SAN ANTONIO, TEXAS

May 2, 1970

Mr. William B. Lewis
Chairman of the Board
American Cancer Society
219 East 42nd St.
New York, N. Y. 10017

Dear Mr. Lewis:

I had the pleasure of reading the ad placed in The Wall Street Journal by The Tobacco Institute and find that your organization is sadly lacking in its response to the national health interests of those of us who contributed to your organization. Your refusal to make certain data public leaves much to be desired.

Perhaps you might want to add Mr. Tony Curtis to your staff and explain your current position and he might make more sense than your intransigent position.

The American public might want to use this position of yours to check on your own selfish posture and when after finding out just what you really represent, might not want to follow it up with a check!

The image of the American Cancer Society has become tranished if my analysis is correct in this dispute, you could have come out on top, but bull-headed ignorance reared its ugly head and the public too is suffering and being cheated. your bluff was called and you folded up your cards.

Very truly yours,

Ely I. Bergmann

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